

Position: College Promotions Specialist	Position Number:
Department/Site:	FLSA: Non-exempt
Evaluated by:	Salary Grade:

### **Summary**

Conducts student recruitment activities for college programs by coordinating, participating, and assisting in special events, community activities, presentations, and visits to schools.

### **Distinguishing Career Features**

The College Promotions Specialist is a specialized technical position for promoting the College and its programs to maximize student enrollment. Advancement to this position requires the ability to identify potential students and student populations, prepare and present formal presentations to prospective students, organize events and conferences that promote the College, and develop promotional materials.

### **Essential Duties and Responsibilities**

- Establishes an annual plan and schedule of recruitment and outreach activities and events designed to maximize contact with potential students. Works with faculty and staff to develop communications strategies for specific programs.
- Serves as a college representative and liaison to local schools, community organizations, business and government. Serves as a representative for college departments who want to communicate and promote their programs to prospective students and the community.
- Coordinates special events involving speakers, special topics, site selection, and support services. Arranges and sequences logistics and contracted services that support events. Prepares and delivers presentations to prospective students and organizations.
- Creates and designs original layout for promotional materials, taking into consideration the intended message, audience, and the need to integrate text, graphics, and artwork. Confers with other College staff to coordinate the production of printed materials.
- Prepares presentation materials that support public speaking engagements such as overheads, pictures, charts, and graphs.
- Participates in, and may coordinate and/or prepare certain aspects of newsletters and other internal and external publications describing events, activities, and giving feature stories.
- Conducts research of student and adult population demographics and interests to enhance presentations and optimize recruitment activities. Works with institutional researchers to identify and understand trends.
- Provides support to and may coordinate activities connected with grant proposals and when approved, promoting grant provisions and opportunities to faculty, staff, and

students, especially those in special populations.

- Coordinates and conducts tours of the college campus. Identifies information needs and assembles and/or designs and produces materials suitable for public distribution.
- Participates in, and may coordinate fund raising activities that support special events, promotional materials, and publications.
- Performs other duties as assigned that support the overall objective of the position.

## **Qualifications**

### **▪ Knowledge and Skills**

The position requires working knowledge of promotional and marketing communications principles, methods, and formats. Requires a working knowledge of, and skill at sequencing the logistics involved in organizing marketing/communications action plans, special events involving supporting activities, fund-raising and in-kind support, and producing promotional printed materials. Requires proofreading and editing skills to review educational and promotional materials. Requires a working knowledge of computer-aided office productivity tools including but not limited to, word and desktop publishing, graphics, internet and intranet web page editing programs. Requires well-developed language and writing skills to prepare professional materials and edit text to be suitable for communications. Requires sufficient English language skill to edit technical and policy copy for grammar, syntax, clarity, and content. Requires well-developed human relations skill to prepare and deliver formal presentations to diverse audiences, facilitate group processes, and interact and discuss technical information with a wide range of contacts throughout the College.

### **▪ Abilities**

Requires the ability to carry out the essential functions of the position. Requires the ability to learn, explain, and promote College programs and functions. Requires the ability to interpret and apply demographic and other institutional research for purposes of developing recruitment strategies. Requires the ability to identify, organize, and sequence activities that support marketing and communications projects. Requires the ability to develop promotional action plans to support grants and special programs. Requires the ability to conceptualize and prepare layouts for marketing materials. Requires the ability to work under deadline pressure and handle simultaneous projects. Requires the ability to access web site pages to edit and update material. Requires the ability to troubleshoot problems associated with production of graphics and web page images. Requires the ability to compose written copy from instruction, concept, or hand copy and convert to formats suitable for external distribution. Requires the ability to work cooperatively with diverse populations.

### **▪ Physical Abilities**

Requires ambulatory ability to sit for extended periods of time and stand and walk to remote locations for intermittent periods of time. Requires the ability to lift and carry lightweight materials (under 20 pounds) on an occasional basis. Requires hand-arm-eye coordination to operate a personal computer keyboard at an advanced rate. Requires visual acuity to arrange materials, observe movements of people, and read letters and numbers. Requires auditory ability to project voice to large audiences, hear conversation, and carry on conversations in person and over the phone.

- **Education and Experience**

The position requires an Associate's Degree in English, journalism, marketing communications or related field and 5 years of experience in public relations, marketing, or communications capacity. A Bachelor's degree is preferred.

- **Licenses and Certificates**

Requires a valid driver's license.

- **Working Conditions**

Work is performed indoors where minimal safety considerations exist.